

# **Downtown Muskegon Business Improvement District**

## **Meeting Agenda**

**May 24, 2016**

**380 Western Ave., Suite 202 Muskegon, MI at 4 PM**

- 1) Call to Order
- 2) Consent Agenda
  - a) Approval of Agenda
  - b) Approval of Minutes from the March 22, 2016 Meeting
  - c) Financial statements as of May 20, 2016
- 3) Public Comment (on an agenda item)
- 4) Unfinished Business
  - a) Update of BID activities for landscaping and planters for this spring and coming summer.
- 5) New Business
  - a) Consideration of Downtown Muskegon Now and Business Improvement District letter of understanding as adopted by DMN board in April.
  - b) Proposed use of a portion of the \$24,000 BID budget for promotion, marketing and events: First Fridays, downtown Muskegon website upgrade, creation of email list and monthly newsletter and other social media support through with contracts from LongerDays.com. Information.
  - c) Proposed use of a portion of the \$7,000 signage and banners from the \$7,000 BID budget for map signs at the Farmers Market and Depot ends of West Western Avenue. Information.
  - d) Discussion of direction for the second year of the BID and beyond. Strategy with the city of Muskegon for 2017.
- 6) Other Business
  - a) Update on the cruise ships this summer
  - b) Muskegon County Convention Center concept plans
  - c) Next meeting is Tuesday July 26, 2016 4 p.m. chamber training room, 380 W. Western Ave. Suite 202, Muskegon, MI.
- 7) Adjournment

# **Downtown Muskegon Business Improvement District**

## **Meeting Minutes**

**March 23, 2016**

**380 W. Western Ave., Suite 202 Muskegon, MI at 4 PM**

- 1) Call to Order: 4:00 PM
- 2) Attendance:  
Doug Pollock (Chair), Bob Tarrant, Gary Post, Bruce Lindstrom, John Riegler and Frank Peterson  
  
Excused Absent(s): Mike Hennessy, Justin Clark (VC), and Connie Taylor  
  
Guests: Dave Alexander, Downtown Muskegon Now director; Ellen Berends, Downtown Muskegon Now events coordinator.
- 3) Consent Agenda
  - a) Approval of Agenda  
  
**Motion: Frank Peterson**  
**Support: Bruce Lindstrom**  
**Vote: All voted in favor**
  - b) Approval of Minutes from the Feb. 23, 2016 Meeting  
  
**Motion: Frank Peterson**  
**Support: Bruce Lindstrom**  
**Vote: All voted in favor**
  - c) Acceptance of the financial statement from Feb. 18, 2016  
  
**Motion: Frank Peterson**  
**Support: Bruce Lindstrom**  
**Vote: All voted in favor**
- 4) Public Comment (on an agenda item) – None. The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.
- 5) Unfinished Business
  - a) BID update from Dave Alexander, Downtown Muskegon Now: The BID has gotten through the snow season with few issues. An RFP has been prepared and shared with the BID board concerning seasonal landscaping for 2016. It will be sent out with proposals due back to the BID by April. 5. The board moved to authorize Dave

Alexander in consultation with Chairman Doug Pollock to negotiate with the most appropriate landscape company among the proposals and sign a contract for 2016 that is in line with the BID budget for that work. Dave will also receive a quote from Ole Henry Gardens to provide plants and seasonal maintenance to the 27 planters in the BID. He is authorized to sign a contract for the planter work.

**Motion to authorize: Frank Peterson**

**Support: Bob Tarrant**

**Vote: All in favor.**

6) New Business

- a) Muskegon Lakeshore Chamber of Commerce President Cindy Larsen – a member of the Downtown Muskegon and Downtown Muskegon Development Corp. boards – joined a conversation with the BID board on the plans for 10 cruise ships coming to downtown Muskegon through the Muskegon County Heritage Landing dock. She discussed how the chamber and DMN has devised a Heritage District from the Depot to the Farmers Market in which to focus the interest and activities of the cruise passengers.
- b) Larsen also raised the issue of a letter of understanding between Downtown Muskegon Now and the Business Improvement District as to how the two organizations would work together to further the economic development, events and promotions, district improvements and general maintenance of downtown Muskegon. The DMN board has asked for such a document. Chairman Doug Pollock, also a member of the DMN board, said that the BID was established by the Muskegon City Commission to put a funding mechanism in place to carry out the needed work and improvements in downtown Muskegon. The BID has authorized DMN to provide staff services and carry out the work plan in line with the BID budget. Such a system has been established and should be reflected in the letter of understanding. DMN will then provide regular updates to the BID board as to how specific items in the budget are being spent and work accomplished. Gary Post said right now there are just too many organizations and it was his hope that the BID would provide a consolidation of those groups and functions. The board directed DMN's Dave Alexander to work with the chairs of DMN and the BID to create the letter of understanding, presenting it to both boards. Alexander said he would have the letter before the DMN board in April and back to the BID board at its May 24 meeting.

**Motion for a letter of understanding: Frank Peterson**

**Support: John Riegler**

**Vote: All in favor.**

- c) The BID board heard from Ellen Berends on the First Fridays events planned to begin in May and a request to use \$2,500 out of the BID's 2016 events, promotion and marketing budget to sponsor the first four months of First Fridays. These are family-friendly events that will be spread throughout the district on the First Fridays of every month all year long. The first is a family dance party at the Farmers Market May 6 from 6-8 p.m. with street performers June 3, the Lakeshore Art Festival 1 and the street performers returning Aug. 5. The BID support will go to general promotion and marketing, insurance

and some costs of the events. A motion was sought to approve the \$2,500 for the initial First Friday events.

**Motion: Gary Post**

**Support: Frank Peterson**

**Vote: All in favor**

7) Other business

DMN's Dave Alexander gave an update on a few downtown issues. He said that DMN continues to encourage and foster good cooperative relations between downtown's Rebel Road and the Muskegon Bike Time organizations for the motorcycle event in Muskegon July 14-17. Bike Time's establishment of downtown's West Western Avenue and continued use of that venue for the festival by Rebel Road and its non-profit the Child Abuse Council of Muskegon County is critical to downtown businesses. Only through cooperation and coordination will Muskegon County's leading festival be sustainable and grow in the future, he said. The BID website, once hosted on the Downtown Muskegon website of DMN has been moved to a more secure location on the city of Muskegon's website. DMN looks for ways to simplify and upgrade the outdated Downtown Muskegon website. DMN is working on replacing the map sign in front of the Holiday Inn at the Johnson Circle at Third and Western in conjunction with the new downtown map brochure. The plans are to create the same sign map at the Depot and Farmers Market.

8) Adjournment

4:42 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

To: Muskegon Business Improvement District Board

From: Dave Alexander, DMN executive director

Date: May 20, 2016

Re: Background on May 24 BID board agenda items



**Financial statements:** We continue to be very conservative on our BID spending. For example, we spent \$21,500 on snow removal with November and December remaining. The snow budget still has \$50,500 for 2016. You can see that the BID continues to have \$2,300 cash in the bank as we have not had to draw upon any of the \$45,000 the city fronted us to begin our year as assessments went out Feb. 1. We have received about 21.5 percent of our total revenues from 33 assessment payments, which is 26.6 percent of the total outstanding assessments.

**Update on BID activities:** I have provided you copies of the H&H landscaping contract and the Ole Henry planter contract. Spring cleanup and landscaping was done this past week and Ole Henry will begin with the planters the week of May 23. Of the \$16,000 budgeted, we still have \$8,670 left in the budget for additional services such as planter watering and maintenance and weeding.

**Letter of Understanding DMN/BID:** As discussed last meeting, a letter of understanding was drafted with the assistance of BID Chairman Doug Pollock. The letter was unanimously approved by the DMN board in April.

**Future spending:** As per the letter of understanding, Ellen Berends and I have outlined how we would like to proceed with a couple of line items in the 2016 BID budget. The BID Improvement list includes marketing, advertising and development where we propose spending \$4,000 on the upgrade of the Downtown Muskegon website and \$350 a month for marketing and communication services for email list development, a downtown newsletter and social media expansion. I propose these services come from LongerDays.com,

downtown BID business. The LongerDays quote is included. We might spend from \$500 to \$1,000 for a larger print run of the downtown map. We have gone from 10k to 20k for 2016 and that is beyond the DMN budget. The map arrived today. There are some other "wish list" items.

Likewise, with the \$7,000 wayfinding (banners, sign) budget we propose putting up two more map signs one at the Depot and one at the Farmers Market. We have quote from Graphics House for the signs and the hardware. We will seek \$350 sponsorships for them as we received from Frontier Communications for the upgrade of the map at Third and Western. Thank you Justin.

Again, there are some wish list items. We would suggest carry over of the \$2,000 public art budget to 2017 but the potential spending of \$2,500 on Christmas decorations in coordination with the city and Consumers Energy.

**Future of the BID:** We need to begin the conversation on renewal of the BID as the city only approved this for one year. Cathy Brubaker Clarke, Cindy Larsen and possibly Ed Garner will join us to provide historical perspective I do not have. I do know that for it to continue DMN will need to receive BID funds for administration. The DMN revenues from the city are expected to be reduced from \$100,000 to \$75,000 in the next budget year.

**Downtown development and other issues:** I will provide an update at the meeting and answer any questions I can that you might have.

05/17/2016 03:42 PM

User: beth.lewis  
DB: Muskegon

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON

PERIOD ENDING 05/31/2016

GL NUMBER	DESCRIPTION	2015-16 AMENDED BUDGET	BEG. BALANCE 07/01/2015	ACTIVITY FOR MONTH 05/31/2016	YEAR-TO-DATE THRU 05/31/16	END BALANCE 05/31/2016
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		0.00	929.28	2,303.19	2,303.19
TOTAL Assets			0.00	929.28	2,303.19	2,303.19
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		929.28	26,877.69	26,877.69
TOTAL Revenues		0.00		929.28	26,877.69	26,877.69
Expenditures						
297-70803-5346	CONTRACTUAL SERVICES	0.00		0.00	24,574.50	24,574.50
TOTAL Expenditures		0.00		0.00	24,574.50	24,574.50

05/17/2016  
04:16 PM

Receipts Register for CITY OF MUSKEGON

Page: 1/3  
DB: Muskegon

Population: All Records													
Current Installment Year: 2016													
Date	Sp. Assessment	Tot Prin Pd	Tot Admin Pd	Tot Intst Pd	Tot Pen Pd	Tot Addtl	Penalty Paid	Tot CertFee Pd	Total Pd				
Receipt #	Parcel No.	Cur Prin Pd	Cur Admin Pd	Cur Intst Pd	Cur Pen Pd	Cur Addtl	Cur Penalty Paid	Cur CertFee Pd	Current Pd				
02/08/2016	BID-2016 DOWNTOWN BID	155.76	0.00	0.00	0.00	0.00	0.00	0.00	155.76				
00405315	24-205-175-0021-00	155.76	0.00	0.00	0.00	0.00	0.00	0.00	155.76				
	MCDEMOTT WILLIAM/DENISE												
02/08/2016	BID-2016 DOWNTOWN BID	469.92	0.00	0.00	0.00	0.00	0.00	0.00	469.92				
00405274	24-205-176-0003-00	469.92	0.00	0.00	0.00	0.00	0.00	0.00	469.92				
	NOORDYK WILLIAM TRUST												
02/09/2016	BID-2016 DOWNTOWN BID	1,778.80	0.00	0.00	0.00	0.00	0.00	0.00	1,778.80				
00405681	24-205-177-0005-00	1,778.80	0.00	0.00	0.00	0.00	0.00	0.00	1,778.80				
	COREPARK INVESTMENTS LLC												
02/11/2016	BID-2016 DOWNTOWN BID	150.48	0.00	0.00	0.00	0.00	0.00	0.00	150.48				
00406318	24-205-175-0020-00	150.48	0.00	0.00	0.00	0.00	0.00	0.00	150.48				
	SEARER JAMES M												
02/12/2016	BID-2016 DOWNTOWN BID	1,280.40	0.00	0.00	0.00	0.00	0.00	0.00	1,280.40				
00406704	24-205-175-0006-00	1,280.40	0.00	0.00	0.00	0.00	0.00	0.00	1,280.40				
	FIRST GENERAL CREDIT UNION												
02/16/2016	BID-2016 DOWNTOWN BID	105.60	0.00	0.00	0.00	0.00	0.00	0.00	105.60				
00407553	24-205-187-0016-00	105.60	0.00	0.00	0.00	0.00	0.00	0.00	105.60				
	AUTHORITY BASE VALDE												
02/17/2016	BID-2016 DOWNTOWN BID	302.40	0.00	0.00	0.00	0.00	0.00	0.00	302.40				
00407780	24-205-175-0015-00	302.40	0.00	0.00	0.00	0.00	0.00	0.00	302.40				
	RIEGLER PROPERTIES LLC												
02/22/2016	BID-2016 DOWNTOWN BID	369.60	0.00	0.00	0.00	0.00	0.00	0.00	369.60				
00408385	24-205-188-0011-00	369.60	0.00	0.00	0.00	0.00	0.00	0.00	369.60				
	DOOM JEFFREY W												
02/22/2016	BID-2016 DOWNTOWN BID	549.12	0.00	0.00	0.00	0.00	0.00	0.00	549.12				
00408385	24-205-330-0004-00	549.12	0.00	0.00	0.00	0.00	0.00	0.00	549.12				
	DOOM INVESTMENTS LLC												
02/22/2016	BID-2016 DOWNTOWN BID	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00				
00408397	24-205-331-0001-10	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00				
	FIFTH THIRD BANK												
02/24/2016	BID-2016 DOWNTOWN BID	113.52	0.00	0.00	0.00	0.00	0.00	0.00	113.52				
00408662	24-205-176-0012-00	113.52	0.00	0.00	0.00	0.00	0.00	0.00	113.52				
	NW AMERICA REAL ESTATE LLC												
02/24/2016	BID-2016 DOWNTOWN BID	27.72	0.00	0.00	0.00	0.00	0.00	0.00	27.72				
00408662	24-205-176-0013-00	27.72	0.00	0.00	0.00	0.00	0.00	0.00	27.72				
	NW AMERICA REAL ESTATE LLC												
02/24/2016	BID-2016 DOWNTOWN BID	91.08	0.00	0.00	0.00	0.00	0.00	0.00	91.08				
00408662	24-205-176-0015-00	91.08	0.00	0.00	0.00	0.00	0.00	0.00	91.08				
	NW AMERICA REAL ESTATE LLC												
02/24/2016	BID-2016 DOWNTOWN BID	522.72	0.00	0.00	0.00	0.00	0.00	0.00	522.72				
00408662	24-205-177-0007-00	522.72	0.00	0.00	0.00	0.00	0.00	0.00	522.72				
	NW MILL REAL ESTATE LLC												

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Receipts Register for CITY OF MUSKOGON

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11/17/2016		1:16 PM		Population: All Records												DB: Muskegon	
				Current Installment Year: 2016													
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Batch #																	
02/25/2016	BID-2016 DOWNTOWN BID	320.90	0.00	0.00	0.00		0.00	0.00	320.90								
00408836	24-205-186-0009-00	320.90	0.00	0.00	0.00		0.00	0.00	320.90								
J & K PROPERTIES OF W MI INC																	
02/25/2016	BID-2016 DOWNTOWN BID	3,000.00	0.00	0.00	0.00		0.00	0.00	3,000.00								
00408838	24-205-333-0001-00	3,000.00	0.00	0.00	0.00		0.00	0.00	3,000.00								
HUNTINGTON BANK																	
03/01/2016	BID-2016 DOWNTOWN BID	1,471.04	0.00	0.00	0.00		0.00	0.00	1,471.04								
00409478	24-205-322-0003-00	1,471.04	0.00	0.00	0.00		0.00	0.00	1,471.04								
L & K COMPANY LLC																	
03/01/2016	BID-2016 DOWNTOWN BID	1,393.92	0.00	0.00	0.00		0.00	0.00	1,393.92								
00409478	24-205-322-0005-00	1,393.92	0.00	0.00	0.00		0.00	0.00	1,393.92								
L & K COMPANY LLC																	
03/01/2016	BID-2016 DOWNTOWN BID	3,000.00	0.00	0.00	0.00		0.00	0.00	3,000.00								
00409514	24-205-563-0006-00	3,000.00	0.00	0.00	0.00		0.00	0.00	3,000.00								
HUME PROPERTIES LLC																	
03/08/2016	BID-2016 DOWNTOWN BID	628.66	0.00	0.00	0.00		0.00	0.00	628.66								
00410780	24-205-567-0001-10	628.66	0.00	0.00	0.00		0.00	0.00	628.66								
450 W WESTERN LLC																	
03/14/2016	BID-2016 DOWNTOWN BID	738.80	0.00	0.00	0.00		0.00	0.00	738.80								
00411400	24-205-315-0006-00	738.80	0.00	0.00	0.00		0.00	0.00	738.80								
3M INVESTMENTS LLC																	
03/15/2016	BID-2016 DOWNTOWN BID	84.48	0.00	0.00	0.00		0.00	0.00	84.48								
00411593	24-205-174-0008-00	84.48	0.00	0.00	0.00		0.00	0.00	84.48								
WITT LEE A TRUST																	
03/17/2016	BID-2016 DOWNTOWN BID	219.30	0.00	0.00	0.00		0.00	0.00	219.30								
00411851	24-205-566-0013-00	219.30	0.00	0.00	0.00		0.00	0.00	219.30								
G & Z PROPERTIES LLC																	
03/28/2016	BID-2016 DOWNTOWN BID	316.80	0.00	0.00	0.00		0.00	0.00	316.80								
00412810	24-205-187-0001-00	316.80	0.00	0.00	0.00		0.00	0.00	316.80								
JERVISS-FETHEKE INSURANCE AGENCY INC																	
03/28/2016	BID-2016 DOWNTOWN BID	1,176.00	0.00	0.00	0.00		0.00	0.00	1,176.00								
00412811	24-205-187-0007-00	1,176.00	0.00	0.00	0.00		0.00	0.00	1,176.00								
FETHEKE KAREN J TRUST																	
03/30/2016	BID-2016 DOWNTOWN BID	1,986.48	0.00	0.00	0.00		0.00	0.00	1,986.48								
00413106	24-205-310-0012-00	1,986.48	0.00	0.00	0.00		0.00	0.00	1,986.48								
CITY OF MUSKEGON																	
04/01/2016	BID-2016 DOWNTOWN BID	739.20	0.00	0.00	0.00		0.00	0.00	739.20								
00413344	24-205-313-0006-00	739.20	0.00	0.00	0.00		0.00	0.00	739.20								
COREPARK INVESTMENTS LLC																	
04/05/2016	BID-2016 DOWNTOWN BID	575.61	0.00	0.00	0.00		0.00	0.00	575.61								
00414295	24-205-567-0001-20	575.61	0.00	0.00	0.00		0.00	0.00	575.61								
PORT CITY CIO BLDG																	

05/17/2016  
04:16 PM

Receipts Register for CITY OF MUSKOGON

Page: 3/3  
DB: Muskogon

Current Installment Year: 2016										
Date	Sp. Assessment	Tot Prin Pd	Tot Admin Pd	Tot Intrst Pd	Tot Pen Pd	Tot Addtl Penlty	Tot CertFee Pd	Total Pd		
Receipt #	Parcel No.	Cur Prin Pd	Cur Admin Pd	Cur Intrst Pd	Cur Pen Pd	Cur Addtl Penlty	Cur CertFee Pd	Current Pd		
Batch #										
04/07/2016	BID-2016 DOWNTOWN BID	55.32	0.00	0.00	0.00	0.00	0.00	55.32		
00414529	24-205-332-0007-20	55.32	0.00	0.00	0.00	0.00	0.00	55.32		
	MORALES MANUEL									
04/11/2016	BID-2016 DOWNTOWN BID	624.41	0.00	0.00	0.00	0.00	0.00	624.41		
00415018	24-233-000-0004-00	624.41	0.00	0.00	0.00	0.00	0.00	624.41		
	RUSSELL BLOCK DEVELOPMENT LLC									
04/11/2016	BID-2016 DOWNTOWN BID	446.53	0.00	0.00	0.00	0.00	0.00	446.53		
00415019	24-233-000-0005-00	446.53	0.00	0.00	0.00	0.00	0.00	446.53		
	CENTURY CLUB DEVELOPMENT LLC									
04/11/2016	BID-2016 DOWNTOWN BID	253.84	0.00	0.00	0.00	0.00	0.00	253.84		
00415018	24-233-000-0025-00	253.84	0.00	0.00	0.00	0.00	0.00	253.84		
	RUSSELL BLOCK DEVELOPMENT LLC									
05/05/2016	BID-2016 DOWNTOWN BID	929.28	0.00	0.00	0.00	0.00	0.00	929.28		
00418929	24-205-175-0016-00	929.28	0.00	0.00	0.00	0.00	0.00	929.28		
	CZM PROPERTIES LLC									
Total Payments:33		26,877.69	0.00	0.00	0.00	0.00	0.00	26,877.69		
		26,877.69	0.00	0.00	0.00	0.00	0.00	26,877.69		



Phone: 231-759-8807

Fax: 231-798-8028

925 Witham Rd.

North Muskegon, MI 49445

Office@handhlawnservice.com

## Estimate

DATE	ESTIMATE #
3/23/2016	2146

### CUSTOMER:

Downtown Muskegon Now  
380 W. Western Ave., Suite 202  
Muskegon, MI 49440

### PROJECT

Item	Description	Rate	Qty	TOTAL:
	2016 Landscape and Maintenance			
Fertilization & We...	Four Applications of fertilizer. (on the Holidays Memorial, 4th of July, Labor Day, Winterizer)	200.00	4	800.00
Fertilization & We...	Applications of round-up (non-selective herbicide) for cracks, curb lines, rock beds per time. To be done once a month in June, July, August, September	155.00	4	620.00
Spring Cleanup	Spring Clean up	1,300.00	1	1,300.00
Fertilization & We...	Preemergent Weed Control for beds in spring	300.00	1	300.00
Hardwood Bark - Inv	Premium Hardwood Mulch	15.00	150	2,250.00
Labor	Labor to prep beds and install mulch	30.00	150	4,500.00
Fall Cleanup	Fall Clean-up	800.00	1	800.00

SIGNATURE:

4-12-16

Sales Tax (6.0%)

**TOTAL:**

This estimate is valid for 20 days. Signing this estimate creates a contract to provide services as described above. Terms are NET 30 days. This agreement may be canceled by either party for any reason upon 30 day written notice to the other party involved.

For Downtown Improvement District / Downtown Muskegon Now



Phone: 231-759-8807  
Fax: 231-798-8028  
925 Witham Rd.  
North Muskegon, MI 49445  
Office@handhlawnservice.com

## Estimate

DATE	ESTIMATE #
3/23/2016	2146

**CUSTOMER:**

Downtown Muskegon Now  
380 W. Western Ave., Suite 202  
Muskegon, MI 49440

**PROJECT**

Item	Description	Rate	Qty	TOTAL:
	Ala carte services: Blanket Weed Control for lawn \$300/time (Spring and Fall) Hand Weeding \$35/ per man hr Trimming/Pruning \$45/ per man hour for material under 10'  (Recommended once a month to keep up on appearance) Monthly Hand weeding of beds \$750/ time (3rd week of May, June, July, August)  Total lawn care costs for the 2016 Season \$ 10,570.00 each season - 7 payments each year of \$1,510 beginning May 1st, 2016 ending November 1st, 2016			

**SIGNATURE:**

This estimate is valid for 20 days. Signing this estimate creates a contract to provide services as described above. Terms are NET 30 days. This agreement may be canceled by either party for any reason upon 30 day written notice to the other party involved

**Sales Tax (6.0%)** \$0.00

**TOTAL:** \$10,570.00



**O'le  
Henry Gardens**

### The Gardener's Choice

665 W. Broadway, Muskegon, MI 49441  
(231) 733-1876

Number

Date \_\_\_\_\_

4-5-16

Customer's Order No.

SOLD TO:

## DOWN TOWN MUSKOGON

ATTENTION: DAVE ALEXANDRA

**ADDRESS**

FAX# 728:7251

SHIP TO:

Mustogon Business Improvement

District

**ADDRESS**

ADDRESS  
C/O Downtown Michigan Ave.  
District Managers.

SALESPERSON

~~THOM~~

DATE REQUIRED

SHIP VIA

**F.O.B.**

1998-12-16

**BID PRICE**

Qty.	Description	Price	Totals
	MUSKEGON STREET BEAUTIFULCATION		
27	PLANTERS ADVANCE FLORA ARRANGEMENT Potted FLOWERS Fresh Potting Soil / Fertilizer		
	NET COST	\$1,900.00	
	WEEKLY MAINTENANCE WATERING- ONCE WEEK / Liquid Fertilizing KEPT UP NICE REPIKEMENTS, ONCE WEEKLY	Price \$170.00	
	- Accepted 4-18-2016		
	- weekly maintenance ordered on a ✓ as needed basis.		
	- Billed monthly		

PURCHASED BY

Handwritten signature: *Handwritten signature*  
Service char

4/18/16

Ex. Doc. Antonenplatzanalyse

Service charge of 1% per month on unpaid balance over 30 days

## Letter of Understanding between Downtown Muskegon Now and the Muskegon Business Improvement District

- Downtown Muskegon Now (DMN) is a non-profit corporation focused on economic development, marketing and events in downtown Muskegon, Mich.
- The Muskegon Business Improvement District (BID) was established by the city of Muskegon in 2015 to provide services and improvements in the downtown area. On Jan. 12, 2016, the Muskegon City Commission unanimously approved the final district property assessments to launch the BID.
- At its Jan. 19, 2016 meeting, the BID Board of Directors selected DMN to provide staff services to the district. DMN will administer the operations of the BID and be the liaison to the city of Muskegon and its staff. The work is funded by the city's financial support of DMN.
- The BID Board with the help of DMN staff will establish an annual budget, which DMN will carry out on behalf of the BID Board. The BID board can establish specific expenditures of BID funds through the budget process.
- DMN staff will expend the funds and report at least quarterly to the BID board on the work completed. DMN will provide an annual report to the BID each January.
- The BID Board with the assistance of the DMN staff will approach the city of Muskegon at the beginning of the third quarter of 2016 to seek a multi-year extension of the BID and its assessments. The DMN Board of Directors will support this request.
- This letter of understanding is for the 2016 BID as approved by the Muskegon City Commission and may be terminated with 60 days' notice from either party.

Approved by the Downtown Muskegon Now board April 14, 2016

Signed:

Andy Maciejewski

DMN president

Approved by the Business Improvement District board May 24, 2016

Signed:

Doug Pollock

BID chairman



# BID Improvement

May-16

Done?	M.A.D	budget	actual
		24000	11700
	Events	First Fridays	2500
	Marketing	map share 1000 comm 4200	
	Development	Website 4000	
	Logo BID		
	Community Picnics 2 x 500		

Done?	Wayfinding	budget	actual
		7000	2700
	Third Street map		In Production
	Depot Map		1350
	Market Map		1350
	Event showcase		3 x 1000
	Recycling containers		3 x 2100

Done?	ADMIN	Budget	Actual
	To talk about for 2017		

Done?	ART	budget	actual
		2000	
	We would like to carry this over for 2017		

Done?	Holiday	Column2	Column3
		2500	
	Third street		Working with City/Consumers
	Pine street		Working with City/Consumers
	Western Ave		Working with City/Consumers

## MAD

### Events:

\*First Fridays Marketing and own date. 625 spent on each month in insurance, promotions, media and infrastructure.

### Marketing:

\*Map print over run.

\*Longerdays help with communications set up 350 per month.

### Development:

\* New Website 4000.

\* work to create a BID logo with Cece Riley

\* plan 2 fall community picnics

## WAYFINDING

## ADMIN

## ART

## HOLIDAY:

\*Working with City to replace the lights to LED.

\*Setting up a 3 year plan with Bronners to expand decorations to Third street and Pine.

\*Working with Consumers to find out what we can do on their light poles.

Hello Dave and Ellen,

Here is what we can do for you and the cost involved:

## **Newsletter - \$350/month (up to 10 hours)**

### **Newsletter Template**

We will work with you to create a default newsletter template to be sent via mailchimp (free for up to 2,000 contacts/12,000 emails). The Atlantic provides a nice example of a simple template: <http://us2.campaign-archive2.com/?u=ed2d318978b7dc9b30b1f464f&id=5c506ab171>

### **Monthly Newsletter**

We will take the copy/content you provide, input it into the newsletter template, and send it out each month.

### **List Building**

We will take your list of existing contacts (from the first newsletter) and import them into Mailchimp.

### **Contact Webforms**

We will create webforms for you as needed within the scope of the mailchimp webform builder. Some possible needs include:

- New submission webform
- Newsletter sign up webform

### **Left Over Time**

Left over time can be applied towards any service we provide: social media, writing, website updates. That being said, we do like to keep the work we do fairly regular so we can be efficient and minimize errors.

### **How to Proceed**

Sign up for the 10 hour plan here: <http://longerdays.com/select-your-plan/>

## **Website - One time \$4,000**

### **Setup Hosting**

I use and recommend Flywheel's managed hosting for 4 main reasons:

1. It's designed to host Wordpress and only Wordpress. <https://getflywheel.com/why-flywheel/managed-wordpress-hosting/>
2. If the site gets hacked, they fix it for free: <https://getflywheel.com/why-flywheel/wordpress-security/>
3. They backup the site every night and it only takes one click to restore a previous version: <https://getflywheel.com/why-flywheel/backups/>
4. All that for only \$15/month.



### **Install Wordpress and a Theme**

I think a variation of the Divi theme would work very well. It's a very flexible theme. We already own it and can provide it to you free of charge. It's mobile friendly and coded to the latest standards. Here are a few variations to give you an idea of what can be done with the theme:

- <http://www.elegantthemes.com/preview/Divi/homepage-corporate/>
- <http://www.elegantthemes.com/preview/Divi/vertical-navigation/>
- <http://elegantthemes.com/preview/Divi-One-Page/>

### **Theme adjustments**

We will adjust the theme to fit your needs. It should be noted that we are not a web development company. We can work to the fullest capability of the theme. We do not write custom web code.

### **Adding Content**

We will transfer existing content into the new theme.

### **How to Proceed**

Payment Link: <https://longerdays.infusionsoft.com/app/manageCart/addProduct?productId=152>

Thank you,

Chad

Co-Founder

[LongerDays.com](http://LongerDays.com)

(800) 507-1622

Skype: chad.longerdays





# GRAPHICS HOUSE IMAGING

444 Irwin Ave.  
Muskegon, MI 49442  
800.678.4041 | fax. 231.733.1549

Customer Phone

231-215-8827

Customer Contact

Andrew Haan

## Imaging ESTIMATE

Date

Estimate No.

4/11/2016

97470

Name / Address

Downtown Muskegon Now  
380 West Western Avenue, Suite 202  
Muskegon, MI 49440

Ship To

Downtown Muskegon Now  
Attention: Dave Alexander  
380 West Western Avenue, Suite 202  
Muskegon, MI 49440

Customer to provide print ready art complete with all fonts, die lines and hard copy. Design charges will be added subject to the above criteria upon receipt of the art files. Design is billed at \$90 per hour with \$22.50 minimum for any design changes.

FOB

P.O. No.

Terms

CSR

Rep

Muskegon

RMR

Description	Height	Width	Qty	Rate	Total
Flatbed - Diabond 2mm - Concept 201 w/Outdoor laminate - Mounted to ACM Panel - New Maps	36"	36"	2	252.00	504.00T
Flatbed - Diabond 2mm - Concept 201 w/Outdoor laminate - Mounted to ACM Panel - Replaces Existing Map	32"	36"	1	252.00	252.00T
Aluminum Double Pedestal Exhibit Base for 36"w x 36"h Panel. Visual area will be 35"w x 35"h. Includes (2) 4" x 4" x 57" posts. Powder coated black with a textured finish.			2	878.42	1,756.84T
Shipping & Handling				90.00	90.00

Standard Lead Time is 5-7 business days after proof approval  
25% Rush Fee for 3-4 day production after proof approval  
50% Rush Fee for 1-2 day production after proof approval  
ALL RUSH ORDERS ARE SHIPPED NEXT DAY AIR!!

**NOTE: ESTIMATES ARE VALID FOR 30 DAYS AND ARE QUOTED IN US DOLLARS**

### APPROVAL

**Please sign below and fax to 231-733-1549**

I approve this order to be accurate in pricing, size and quantities.

Signature

Date

**Subtotal**

\$2,602.84

**Sales Tax (6.0%)**

\$150.77

Shipping & Handling

**Total**

\$2,753.61

